

REMARKS

Initially, Applicant would like to thank the Examiner for his courtesy in conducting a telephone interview with Applicant's representative on January 17, 2007. In the telephone interview, agreement was preliminarily reached that at least the amended features of the claims amended herein are distinguished from the document applied in the Final Official Action. Additional features discussed below were not the subject of the telephone interview, though these additional features further distinguish the pending claims from the document applied in the outstanding Official Action.

In the outstanding Official Action, claims 50-85 were rejected under 35 U.S.C. §102(e) over ICHIHASHI et al. (U.S. Patent No. 5,903,262). Applicant respectfully traverses the rejection at least in view of the preliminary agreement reached in the above-noted telephone interview, and at least for the reasons set forth below.

ICHIHASHI discloses features of an "interactive television system" as follows:

A broadcasting station 1 sends (to one or more interactive television receivers 3):

- (a) a main broadcast (col. 6, lines 25-32), and
- (b) control data (col. 6, lines 25-32).

The control data includes:

- (1) script (for display of additional information) (col. 6, lines 25-39), and
- (2) screen control information (col. 6, lines 25-32).

Each interactive television receiver 3 receives (from the broadcasting station 1):

- (a) the main broadcast (col. 7, lines 10-18), and

(b) the script (for display of additional information) (col. 7, lines 10-18).

The script includes:

- (1) an individual program ID for each main broadcast (col. 8, lines 9-14),
- (2) ordinary teletext obtained in a multimedia teletext receiver 33 (col. 8, lines 30-37), and
- (3) interactive teletext obtained in a multimedia teletext receiver 33 (col. 8, lines 30-37).

Finally, a modem 302 of the interactive television receiver 3 sends (to a server 4):

- (a) individual identification information (col. 12, lines 25-32 and col. 24, lines 27-46),
- (b) transaction information (col. 13, lines 52-59),
- (c) audience participation information for particular programs (col. 15, lines 56-63).

The first embodiment of ICHIHASHI describes tying additional information presented to the viewer to the main broadcast presented to the viewer (col. 12, lines 25-32). In the second embodiment of ICHIHASHI, the additional information presented to the viewer may be independent of the main broadcast presented to the viewer (col. 14, line 62 to col. 15, line 14). In the third embodiment of ICHIHASHI, the modem 34 forwards information to the server 4 (telephone reception service 4) which is used to enable feedback for the main broadcast from viewers. In the fourth embodiment of ICHIHASHI, identification information assigned to the receiver 3 is also forwarded via the modem 34 (col. 19, lines 39-43) to assist in completing a transaction or providing feedback for the main broadcast presented to the viewer. In the fifth embodiment of ICHIHASHI, mail exchange between interactive TV receivers 3 is provided via the server 4 (col. 23, lines 60-62). Additionally, in the fifth embodiment of ICHIHASHI, the server 4 sends transaction confirmation information to the interactive TV receiver that requests a

transaction (col. 26, lines 50-58). In the sixth embodiment of ICHIHASHI, multiple interactive TV receivers 3 are connected to each other through public telephone lines to enable communication independent of the server 4 (col. 28, lines 30-47). Additionally, in the sixth embodiment of ICHIHASHI, the server 4 transmits requested information to a receiver 3 upon demand of the viewer (col 30, lines 57-65).

The Official Action asserts that ICHIHASHI discloses the features of previous claim 50 at Figures 1-4 and 7-14, as well as the related description of these figures, in the following manner:

*50. A data management method, comprising:
receiving, at an information manager (1/4) from a first communications device (31/307) associated with an information recipient, an information recipient identification that identifies the information recipient and content identification particular to and distinctly identifying content selected by the information recipient, the content being provided to the information recipient by a unidirectional communication from an information provider (1/4), the content identification being stored in a database (4/5) in association with the information recipient identification when the information manager (1/4) receives the content identification and information recipient identification, and the content identification being linked in the database (4/5) to reference data associated with the content selected by the information recipient; and
permitting access to the information manager (1/4) from a second communications device (34) distinct from the first communications device (31/307),
wherein the database (4/5) enables access to the reference data linked to the content identification from the second communications device (34).*

The Official Action specifically asserts that ICHIHASHI discloses the features of previous claim 50 at col. 7, line 39 to col. 8, line 14; col. 8, line 38 to col. 9, line 34; col. 9, lines 49-60; col. 12, lines 25-64; col. 14, lines 20-34 and col. 14, line 62 to col. 15, line 23. The Official Action is in error.

As noted above, a server 4 in ICHIHASHI receives from a modem 34 individual identification information in order to enable transactions and audience participation related to

particular content. Identification information received at the server 4 may be used to retrieve subscriber control information such as address and/or phone information from a local database (L-DB) 42A and/or master database (M-DB) 43A. ICHIHASHI does not disclose use of the database in the manner recited in claim 50.

In particular, there is no teaching in ICHIHASHI at col. 9, lines 4-34 that any content identification is "stored in a database in association with the information recipient identification" and "linked in a database to reference data associated with the content selected by an information recipient" as recited in claim 50, nor would there be any reason to do so in ICHIHASHI as the exemplary use of the databases 42A and 43A in ICHISHASHI relates to retrieval of subscriber control information. In this regard, if the rejection of claim 50 over ICHIHASHI is maintained, Applicant respectfully requests a specific indication as to what in ICHIHASHI is considered to disclose the "reference data" recited in claim 50. Further, if the rejection of claim 50 over ICHIHASHI is maintained, Applicant respectfully requests a specific indication as to what in ICHIHASHI is considered to disclose an association in a database between "content identification" and "information recipient identification". Finally, if the rejection of claim 50 over ICHIHASHI is maintained, Applicant respectfully requests a specific indication as to what in ICHIHASHI is considered to disclose a link in a database between such "content identification" and the "reference data".

At least for each and all of the reasons set forth above, claim 50 is not disclosed, suggested or rendered obvious by the teachings of ICHIHASHI. Accordingly, claim 50 is allowable over ICHIHASHI.

Further, independent claim 75 recites a combination of features of an information manager that includes functionality similar to the functionality of the method recited in claim 50. The combination of features recited in independent claim 75 are not disclosed, suggested or rendered obvious by the teachings of ICHIHASHI. In this regard, ICHIHASHI does not disclose or suggest "content identification... stored in a database in association with the information recipient identification when the information manager receives the content identification and information recipient identification" or "content identification being linked in the database to reference data associated with the content selected by the information recipient" as recited in claim 75. At least for each and all of the reasons set forth above, claim 75 is not disclosed, suggested or rendered obvious by the teachings of ICHIHASHI. Accordingly, claim 75 is allowable over ICHIHASHI.

The combination of features recited in independent claim 84 are also not disclosed or suggested by the teachings of ICHIHASHI. In this regard, ICHIHASHI does not disclose or suggest a "database associating reference data linked to the content identification with at least one recipient identifier that identifies an information recipient with identifying data" or "identification of reference data linked to the content identification of the selected content in the database and transmission of the reference data to the second communications device" as recited in claim 84. At least for each and all of the reasons set forth above, claim 84 is not disclosed, suggested or rendered obvious by the teachings of ICHIHASHI. Accordingly, claim 84 is allowable over ICHIHASHI.

The combination of features recited in independent claim 85 are also not disclosed, suggested or rendered obvious by ICHIHASHI. In this regard, ICHIHASHI does not disclose or suggest "a database... associating reference data linked to the content identification with at least one recipient identifier that identifies an information recipient with identifying data" or a database that "enables identification of reference data linked to the content identification of the selected content in the database" as recited in claim 85. At least for each and all of the reasons set forth above, claim 85 is not disclosed, suggested or rendered obvious by the teachings of ICHIHASHI. Accordingly, claim 85 is allowable over ICHIHASHI.

Applicant further submits that each of dependent claims 51-74 and 76-83 is allowable at least for depending, directly or indirectly, from an allowable independent claim as well as for additional reasons related to their own recitations.

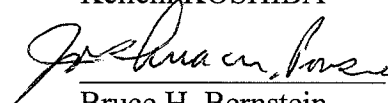
SUMMARY AND CONCLUSION

Entry and consideration of the present amendment, reconsideration of the outstanding rejections, and allowance of each of the claims now pending are respectfully requested and believed to be appropriate. Applicant has made a sincere effort to place the present invention in condition for allowance and believes that he has now done so.

The amendments to the claims which have been made in this amendment, which have not been specifically noted to overcome a rejection based upon the prior art, should be considered to have been made for a purpose unrelated to patentability, and no estoppel should be deemed to attach thereto.

Should the Examiner have any questions or comments regarding this response, or the present application, the Examiner is invited to contact the undersigned at the below-listed telephone number.

Respectfully submitted,
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